

CENTURYLINK INTERNET BASICS – CAMPAIGN TOOLBOX

2013 CIB Gen campaign_Event flyer

Visit centurylink.com/internetbasics or call to find out more about qualifications in your state.

CenturyLink® Internet Basics

Every family deserves to be online.



Come in for free basic Internet training.

[DATE]
[TIME]
[LOCATION]
[RSVP]

Stop by to learn about CenturyLink® Internet Basics – offering reduced-cost Internet service to qualified low-income customers – and get free, hands-on training in areas such as:

- Internet 101
- Know your way around a computer
- Basics of Internet browsing
- Getting started with email

Get connected.
Call XXX.XXX.XXXX
Click centurylink.com/internetbasics

 **CenturyLink®**

2013 CIB Gen campaign_Newspaper ad



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CenturyLink® Internet Basics

Every family deserves to be online.

Get connected with High-Speed Internet that's reliable and affordable.

Qualifying low-income households can get:

**HIGH-SPEED
INTERNET
ACCESS HELPS
YOU WITH:**

- Homework
- Job searches
- Social media and email
- Getting news and information
- Paying bills

Don't forget to ask if you also qualify for reduced-cost CenturyLink® Home Phone service. Call now!

RELIABLE HOME INTERNET
UP TO 1.5 MBPS

\$9.95

with 12 month term commitment + taxes + fees**

Ask how to get a \$150 Netbook. **

Get connected.
Call XXX.XXX.XXXX
Click centurylink.com/internetbasics

 **CenturyLink®**

**Plus taxes and shipping & handling. Available at initial enrollment with 24 month commitment for CenturyLink® High-Speed Internet.

*Service and offer may not be available everywhere. Residential customers only. CenturyLink® Internet Basics Program is available to residential customers only who qualify based on meeting income level eligibility requirements and requires remaining eligible for the entire offer period. Qualifying customers may keep the service under the program for a maximum of sixty (60) months after service activation provided customer still qualifies at that time. Listed High-Speed Internet rate of \$9.95/mo. applies for first twelve (12) months of service after which the rate reverts to \$14.95/mo. for the next forty-eight (48) months of service, and requires a 12-month term agreement. Listed rate applies to up to 1.5 Mbps High-Speed Internet service. Customer must either lease a modem/router from CenturyLink or purchase a modem/router. The first bill will include charges for the first full month of service billed in advance, prorated charges for service from the date of installation to bill date, and one-time charges and fees described above. An early termination fee will apply based on the applicable monthly recurring service fee multiplied by the number of months remaining in the minimum service period, up to \$200. Customer must accept High-Speed Internet Subscriber Agreement prior to using service. Download speeds will range from 10% to 100% of the listed download speeds due to conditions outside of network control, including customer location, wires less access, internet congestion and customer equipment. Services and offers not available everywhere. CenturyLink may change or cancel service, or substitute similar services, at its sole discretion without notice. Offer, plans, and stated rates are subject to change and may vary by service area. Netbook purchase must be made prior to service activation. All products and services stated are governed by terms, terms of service, or terms and conditions posted at www.centurylink.com. Applicable taxes, fees, and surcharges include a Carrier Cost-recovery surcharge, state and local fees that vary by area and certain in-state surcharges. Cost-recovery fees are not taxes or government required charges for use. Taxes, fees, and surcharges apply based on standard monthly, not promotional, rates. **Netbook Offer - limited time offer. One (1) offer per qualifying CenturyLink® Internet Basics Program customer. Customer must agree to a 24-month term agreement for residential High-Speed Internet service to be eligible for Netbook. Netbook purchase must be made prior to CenturyLink prior to shipment. Shipping and handling fees and applicable taxes will apply if customer purchases Netbook as part of the Internet Basics Program, all warranty and support for the Netbook and accompanying equipment will be covered by the manufacturer or other identified third party, not CenturyLink. CenturyLink is not responsible for lost or stolen Netbooks. No software applications or wireless service are included with the Netbook. Additional restrictions may apply. ©2013 CenturyLink. All rights reserved. All other marks are trademarks of their respective owners. T3130KFLY1492

CenturyLink® Internet Basics

Every family deserves to be online.



Get connected with High-Speed Internet that's reliable and affordable.

The Internet is no longer just nice to have – it's a necessity for staying informed and keeping connected. Call today to find out if you qualify for CenturyLink® Internet Basics, a low-priced Internet service available to eligible low-income customers.

Qualifying low-income households can get:

RELIABLE HOME INTERNET
UP TO 1.5 MBPS

\$9.95
With 12-month term contract/term = 12 mos. + Tax

\$150 Netbook**
+ taxes + fees

Available while enrollment in the month launch/term to CenturyLink High-Speed Internet

FREE BASIC INTERNET TRAINING
Available in person or in print.

Internet access helps you with:

- Getting news and information
- Paying bills
- Staying connected via social media and email
- Pursuing hobbies

You qualify for CenturyLink Internet Basics if you:

- Follow current guidelines for Lifeline/TAP service programs
- Reside where CenturyLink offers Internet service
- Have not subscribed to CenturyLink Internet service within the last 90 days and are not a current CenturyLink Internet customer
- Do not have an overdue CenturyLink bill or unreturned equipment

The following restrictions apply:

- Not available in all areas
- Price is for one High-Speed Internet service contract per customer address
- Speeds are not guaranteed and will vary
- Annual eligibility recertification required
- Subject to program terms and conditions

See if you qualify for low-cost Internet!

Get connected.
Call **XXX.XXX.XXXX**
Click centurylink.com/internetbasics



CenturyLink®

[illegible]

2013 CIB Gen campaign_Flyer

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CenturyLink® Internet Basics

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Get connected with High-Speed Internet that's reliable and affordable.

Now an Internet connection is more affordable than ever with CenturyLink® Internet Basics. And that's great, because the Internet is no longer just nice to have – it's a necessity for staying informed and keeping connected. Right now, eligible customers can get CenturyLink High-Speed Internet service at a reduced rate. Some may also qualify for reduced-cost telephone service.

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HIGH-SPEED INTERNET ACCESS HELPS YOU WITH:

- Homework
- Job searches
- Social media and email
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Come In XXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX


CenturyLink®

**Plus taxes and shipping & handling. Available at initial enrollment with 24-month commitment for CenturyLink® High-Speed Internet.

Service and offer may not be available everywhere. Residential customers only. CenturyLink® Internet Basics Program is available to residential customers only who qualify based on meeting income level eligibility requirements and requires remaining eligible for the entire offer period. Qualifying customers may receive the service under the program for a maximum of sixty (60) months after service activation provided customer still qualifies at that time. Listed High-Speed Internet rate of \$9.95/mo. applies for first twelve (12) months of service after which the rate reverts to \$14.95/mo. for the next thirty-eight (38) months of service, and reverts to a 12-month term agreement. Listed rate applies to up to 1.5 Mbps High-Speed Internet service. Customer must either lease a modem/router from CenturyLink (monthly lease charges are waived for the first 12 months of service, then rate reverts to standard lease rate in 12th month) or purchase a modem/router from CenturyLink for a one-time charge. In all instances, a one-time High-Speed Internet activation fee applies. A one-time professional installation charge (if selected by customer) and a one-time shipping and handling fee applies to purchased modems/routers. The first bill will include charges for the first full month of service provided in advance, prorated charges for services from the date of installation to bill date, and one-time charges and fees described above. An early termination fee will apply based on the applicable monthly recurring service fee multiplied by the number of months remaining in the minimum service period, up to \$500. Customer must accept High-Speed Internet Subscriber Agreement prior to using service. Download speeds will range from 80% to 100% of the listed download speeds due to conditions outside of network control, including customer location, wires less access, Internet congestion and customer equipment. Services and offers not available everywhere. CenturyLink may change or cancel services, or substitute similar services, at its sole discretion without notice. Offer, plans, and stated rates are subject to change and may vary by service area. Additional restrictions apply. All products and services listed are governed by terms, terms of service, or terms and conditions posted at www.centurylink.com. Applicable taxes, fees, and surcharges include a Carrier Cost-Recovery surcharge, state and local fees that vary by area and certain in-state surcharges. Cost recovery fees are not taxes or government required charges for use. Taxes, fees, and surcharges apply based on standard monthly, not promotional, rates. **Netbook Offer: Limited time offer. Offer is for per-qualifying CenturyLink® Internet Basics Program customer. Customer must agree to a 24-month term agreement for residential High-Speed Internet services to be eligible for Netbook. Netbook purchase must be paid in full to CenturyLink prior to shipment. Shipping and handling fees and applicable taxes will apply. If customer purchases Netbook as part of the Internet Basics Program, all warranty and support for the Netbook and accompanying equipment will be covered by the manufacturer or other third party, not CenturyLink. CenturyLink is not responsible for lost or stolen Netbooks. No software applications or wireless service are included with the Netbook. Additional restrictions may apply. ©2012 CenturyLink. All rights reserved. All other marks are trademarks of their respective owners. T313CKFLY1487

2013 CIB Gen campaign_Poster

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Click centurylink.com/internetbasics
Come In XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

RELIABLE HOME INTERNET UP TO 1.5 MBPS

\$9.95

with 12-month term commitment + taxes + fees*

Ask how to get a \$150 Netbook.**



*Plus taxes and shipping & handling. Available at initial enrollment with 12-month commitment for CenturyLink® High-Speed Internet.

**Service and offer may not be available everywhere. Residential customers only. CenturyLink® Internet Basics program is available to residential customers only who qualify based on meeting income level eligibility requirements and resources remaining eligible for the entire offer period. Qualifying customers may keep the service under the program for a maximum of 120 months after service activation provided customer abides by all rules. Listed High-Speed Internet rate of \$9.95/mo. applies for first twelve (12) months of service after which the rate reverts to \$14.95/mo. for the next forty-eight (48) months of service, and requires a 12-month term agreement. Listed rate applies to up to 1.5 Mbps High-Speed Internet service. Customer must either lease a modem/router from CenturyLink or purchase a modem/router from CenturyLink for a one-time charge. In all instances, a one-time High-Speed Internet activation fee applies. A one-time professional installation charge (if selected by customer) and a one-time shipping and handling fee applies to purchased modems/routers. The first bill will include charges for the first full month of service billed in advance, prorated charges for services from the date of installation to bill date, and one-time charges and fees described above. An early termination fee will apply based on the applicable monthly recurring service fee multiplied by the number of months remaining in the minimum service period, up to \$200. Customer must accept High-Speed Internet Subscriber Agreement prior to using service. Download speeds will range from 80% to 100% of the stated download speeds due to conditions outside of network control, including customer location, website accessed, internet congestion and customer equipment. Services and offers not available everywhere. CenturyLink may change or cancel services, or substitute similar services, at its sole discretion without notice. Offer, plans, and stated rates are subject to change and may vary by service area. Additional restrictions apply. All products and services listed are governed by tariffs, terms of service, or terms and conditions posted at www.centurylink.com. Applicable taxes, fees, and surcharges include a Carrier Cost-Recovery surcharge, state and local fees that vary by area and certain in-state surcharges. Cost-recovery fees are not taxes or government required charges for use. Taxes, fees, and surcharges apply based on standard monthly, not promotional, rates. **Netbook Offer: Limited time offer. Offer subject to qualifying CenturyLink® Internet Basics program customer. Customer must agree to a 24-month term agreement for residential High-Speed Internet service to be eligible for Netbook. Netbook purchase must be paid in full to CenturyLink prior to shipment. Shipping and handling fees and applicable taxes will apply. If customer purchases Netbook as part of the Internet Basics program, all warranty and support for the Netbook and accompanying equipment will be covered by the manufacturer or other identified third party, not CenturyLink. CenturyLink is not responsible for lost or stolen Netbooks. No software applications or wireless service are included with the Netbook. Additional restrictions may apply. ©2013 CenturyLink. All rights reserved. All other marks are trademarks of their respective owners. T3130KFLY1487

2013 CIB Gen campaign_Vertical banner

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\$9.95

with 12-month term
commitment + taxes
+ fees*

\$150 Netbook

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- Getting news and information
- Paying bills
- Staying connected via social media and email
- Pursuing hobbies

RELIABLE HOME INTERNET
UP TO 1.5 MBPS

\$9.95

with 12 month term commitment + taxes + fees**

Ask how to get a \$150 Netbook.**

Don't forget to ask if you also qualify for reduced-cost CenturyLink® Home Phone service. Call now!

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CenturyLink® Internet Basics

Get connected with High-Speed Internet that's reliable and affordable.



Qualifying low-income households can get:

HIGH-SPEED
INTERNET
ACCESS HELPS
YOU WITH:

- Getting news and information
- Paying bills
- Staying connected via social media and email
- Pursuing hobbies

Ask how
to get a
\$150 Netbook.*

RELIABLE HOME INTERNET
UPTO 1.5 MBPS

You may also qualify for reduced-cost CenturyLink® Home Phone service. Call now to find out!

Get connected.
Call XXX.XXX.XXXXX
Click centurylink.com/internetbasics
Come In XXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX



2013 CIB Seniors campaign_Flyer

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Now an Internet connection is more affordable than ever with CenturyLink® Internet Basics. And that's great, because the Internet is no longer just nice to have – it's a necessity for staying informed and keeping connected. Right now, eligible customers can get CenturyLink High-Speed Internet service at a reduced rate. Some may also qualify for reduced-cost telephone service.

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T313CKFLY1385

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CenturyLink® Internet Basics

Get connected with High-Speed Internet that's reliable and affordable.

Three photographs showing people using laptops. The first photo shows an older woman with short grey hair, wearing a white cardigan over a pink top, looking at a laptop. The second photo shows an older couple; a man in a yellow plaid shirt is pointing at a laptop screen while a woman in a light blue top looks on. The third photo shows a younger woman with dark hair tied back, wearing a pink long-sleeved shirt, smiling while looking at a laptop.

A black Acer laptop is shown open, displaying a dark screen. It is positioned on a light green surface.

Now an Internet connection is more affordable than ever with CenturyLink® Internet Basics. And that's great, because the Internet is no longer just nice to have – it's a necessity for staying informed and keeping connected.

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UP TO
1.5 MBPS

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Click centurylink.com/internetbasics

Come in XXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

The CenturyLink logo, which consists of a stylized green sunburst or starburst icon.

CenturyLink®

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to be online.**



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The Internet is no longer just nice to have – it's a necessity for staying informed and keeping connected. Call today to find out if you qualify for CenturyLink[®] Internet Basics, a low-priced Internet service available to eligible low-income customers. Be sure to ask if you also qualify for reduced-cost CenturyLink[®] Home Phone service!

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with 12-month term
commitment + taxes
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Ask how to get a \$150 Netbook.*

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Click centurylink.com/internetbasics



CenturyLink®

[illegible]

CenturyLink® Internet Basics

Todas las familias merecen estar conectadas.

¡Averigua si calificas para obtener Internet de costo reducido!

Conéctate a un Internet de Alta Velocidad confiable con un precio accesible.

Tener Internet ya no es un lujo – es necesario para mantenerse informado y conectado. Llama hoy para averiguar si calificas para obtener CenturyLink® Internet Basics, un servicio de Internet de costo reducido disponible para clientes de bajos ingresos que califiquen.

Los hogares de bajos ingresos que califiquen pueden recibir:

INTERNET RESIDENCIAL
CONFIABLE DE HASTA 1.5 Mbps

\$9.95
el mes + impuestos + cargo de servicio de \$1.00 mensual de 12 meses*

Una computadora Netbook por \$150
+ impuestos + cargos**

*Se requiere inscripción mensual a un programa de Internet de Alta Velocidad CenturyLink®

Conéctate.
Llama al XXX.XXX.XXXX
Visita centurylink.com/internetbasics

CAPACITACION BASICA GRATUITA PARA EL USO DE INTERNET
Disponible en persona o por escrito.

Tener acceso a Internet te ayudará a:

- Obtener noticias e información
- Pagar cuentas electrónicamente
- Mantenerse conectado a través de redes sociales y correo electrónico
- Practicar tus pasatiempos favoritos

Tú calificas para obtener CenturyLink Internet Basics si:

- Estás dentro de los lineamientos de los programas de servicio Lifeline/TAP
- Vives dentro de las áreas donde CenturyLink ofrece servicio de Internet
- No te has suscrito a servicios de Internet de CenturyLink durante los últimos 90 días y no eres suscriptor actual a Internet de CenturyLink
- No debes ningún pago a CenturyLink ni tienes equipo que no haya sido devuelto a CenturyLink

Aplican las siguientes restricciones:

- No está disponible en todas las áreas
- El precio corresponde a un contrato de servicio de Internet de Alta Velocidad por cliente/domicilio
- La velocidad no está garantizada y puede variar
- Se requiere recertificación anual de elegibilidad
- Sujeto a los términos y condiciones del programa

2013 CIB Seniors campaign_tent card

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CenturyLink®

**Plus taxes and shipping & handling. Available at initial enrollment with 24-month commitment for CenturyLink® High-Speed Internet.

*Service and offer may not be available everywhere. Residential customers only. CenturyLink® Internet Basics Program is available to residential customers only who qualify based on meeting income level eligibility requirements and requires remaining eligible for the entire offer period. Qualifying customers may keep the service under the program for a maximum of sixty (60) months after service activation provided customer still qualifies at that time. Listed High-Speed Internet rate of \$9.95/mo. applies for first twelve (12) months of service after which the rate reverts to \$14.95/mo. for the next forty-eight (48) months of service, and requires a 12-month-term agreement. Listed rate applies to up to 1.5 Mbps High-Speed Internet service. Customer must either lease a modem/router from CenturyLink (monthly lease charges are waived for the first 12 months of service; then rate reverts to standard lease rate in 13th month) or purchase a modem/router from CenturyLink for a one-time charge. In all instances, a one-time High-Speed Internet activation fee applies. A one-time professional installation charge (if selected by customer) and a one-time shipping and handling fee applies to purchased modems/routers. The first bill will include charges for the first full month of service billed in advance, prorated charges for service from the date of installation to bill date, and one-time charges and fees described above. An early termination fee will apply based on the applicable monthly recurring service fee multiplied by the number of months remaining in the minimum service period, up to \$200. Customer must accept High-Speed Internet Subscriber Agreement prior to using service. Download speeds will range from 85% to 100% of the listed download speeds due to conditions outside of network control, including customer location, websites accessed, Internet congestion and customer equipment. Services and offers not available everywhere. CenturyLink may change or cancel services, or substitute similar services, at its sole discretion without notice. Offer, plans, and stated rates are subject to change and may vary by service area. Additional restrictions apply. All products and services listed are governed by tariffs, terms of service, or terms and conditions posted at www.centurylink.com. Applicable taxes, fees, and surcharges include a Carrier Cost Recovery surcharges, state and local fees that vary by area and certain in-state surcharges. Cost recovery fees are not taxes or government-required charges for use. Taxes, fees, and surcharges apply based on standard monthly, not promotional, rates. **Netbook Offer** – Limited-time offer. One (1) offer per qualifying CenturyLink® Internet Basics Program customer. Customer must agree to a 24-month term agreement for residential High-Speed Internet services to be eligible for Netbook. Netbook purchase must be paid in full to CenturyLink prior to shipment. Shipping and handling fees and applicable taxes will apply. If customer purchases Netbook as part of the Internet Basics Program, all warranty and support for the Netbook and accompanying equipment will be covered by the manufacturer or other identified third party, not CenturyLink. CenturyLink is not responsible for lost or stolen Netbooks. No software applications or wireless service are included with the Netbook. Additional restrictions may apply. ©2013 CenturyLink. All Rights Reserved. All other marks are trademarks of their respective owners.

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2013 CIB Back to School 8.5 x 11 flyer

Visit centurylink.com/internetbasics or call to find out more about qualifications in your state.

CenturyLink® Internet Basics

Internet service is one back-to-school purchase your kids won't outgrow.



Keep your family connected with High-Speed Internet that's reliable and affordable.

Today, the Internet is necessary for success at school. Whether they're studying, researching a paper or collaborating on a group project, students need access to the Web. With CenturyLink® Internet Basics, going online is more affordable than ever. So call today to give your kids an A+ value.

Qualifying low-income households can get:

**HIGH-SPEED
INTERNET
ACCESS HELPS
YOU WITH:**

- Homework and studying
- Communicating with teachers
- Collaborating with classmates
- College admissions

Don't forget to ask if you also qualify for reduced-cost CenturyLink® Home Phone service. Call now!

**Get connected.
Call XXX.XXX.XXXX
Click centurylink.com/internetbasics
Come In XXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX**

RELIABLE HOME INTERNET
UP TO 1.5 MBPS

\$9.95
with 12-month term
commitment + taxes
+ fees*

Ask how to get a \$150 Netbook.**



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CenturyLink® Internet Basics

**Internet service is one
back-to-school purchase
your kids won't outgrow.**



Qualifying low-income households can get:



Keep your family connected with High-Speed Internet that's reliable and affordable.

Today, the Internet is necessary for success at school. Whether they're studying, researching a paper or collaborating on a group project, students need access to the Web. With CenturyLink[®] Internet Basics, going online is more affordable than ever. So call today to give your kids an A+ value.

RELIABLE HOME INTERNET
UP TO 1.5 MBPS

\$9.95
with 12-month term
commitment + taxes
+ fees*

Ask how to get a \$150 Netbook.**

Get connected.
Click centurylink.com/internetbasics



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Call **XXX.XXX.XXXX**

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2013 CIB Back to School tent card

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Get connected
Call XXX.XXX.XXXX
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Come In XXXXXXXXXXXXXXXXXXXX

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